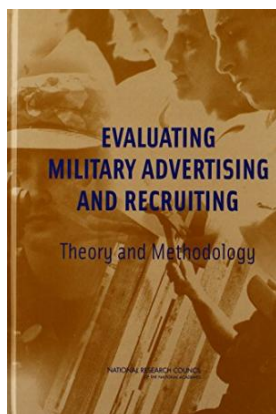


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EVALUATING MILITARY ADVERTISING AND RECRUITING: THEORY AND METHODOLOGY



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